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The Ohio State University

Columbus Moves:

The Design of Urban Transportation



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Introduction

Objective

Instead of escaping to cities like Chicago and New York City to experience a great downtown, it would be favorable to transform the downtown of Columbus into a more welcoming space for all citizens. With an effective visual campaign, Central Rail System has a great potential to act as a viable transportation network solution that helps to encourage economic development. Design can help aid the goal of the rail project in establishing a strong public transportation system in Columbus. A tram system would reduce traffic congestion from cars and provide citizens of disability with a more equal opportunity for getting around town.

Through this research, I continued with my studies in information design and visual wayfinding systems that I began last fall in Zürich, Switzerland. This thesis looks at the visual identity of a Columbus tram proposal that will both rejuvenate Columbus and sustain further growth. A visual representation of the tram materials has a role in the planning, advertisement, and implementation of the project in the community in the coming years.

Overview

Project Introduction

When people ask me directions around downtown Columbus, I usually ponder for a while before struggling to give an answer. After living in the city for over twenty years, I seem to have a problem knowing where things are in my own downtown. The reason for my unfamiliarity with the area is that besides the theaters, decaying shopping mall, and a few good restaurants, there are not many reasons for me to venture into the city. Though it seems like downtown is mainly comprised of business offices and frustrating one-way streets, development projects could help give more citizens a reason to start heading into the heart of the city. A visual representation of the Columbus Streetcar project can help demonstrate that the streetcar is worth investing in for anyone who cares about the future of his or her city.

Whether people are walking, driving a car, or taking a plane, everyone in the city faces transportation issues daily. As the means for travel become more expensive, the future of transportation becomes questionable. Implementing new transportation opportunities takes time and money, but the benefits of new innovations can be very profitable.

The objective of this research is to utilize visual communication to increase awareness about the streetcar proposal. Visual communication will help translate this problem into information the general public can understand. With more transportation, business, events and residents, the development of downtown Columbus can soar. The goal is to start small and take environmental planning seriously with steps to reduce cars, gas consumption and pollution in the city

in the long run. Citizens of Columbus need to be familiar with the project so that when they vote they can make a well-informed decision on issues regarding the streetcar. A proposal that no one understands will certainly fail. The streetcar project deserves to be given a chance.

Only a few public transportation means exist around Columbus, and none of them are as unique or rewarding like streetcars. With a strong public transportation system, the city could reduce traffic congestion from cars and citizens of disability would find a more equal opportunity for getting around town. Using the streetcar to get more people into downtown, there would be an increase in sales revenue, housing and employment opportunities in the area.

Research Overview

Research Guidelines

The research for this project will draw on design topics including branding, information design, signage, typography, visual identity systems, and wayfinding management. Research focus will be put on the history of the streetcars in Columbus, how they used to work, and why they fell out of use. Studies of transportation systems in other cities and countries will provide groundwork for what would be possible in Columbus. Public opinion on transportation and the streetcar will be important to find out about how people currently feel about the streetcar. Lastly, integration of the streetcar among automobiles will be studied to understand how streetcars can be introduced discreetly and effectively into a very car-oriented society.

Initiative Narrative

Sparking Columbus Moves

Columbus Moves is a project stemming from Switzerland. After studying abroad in Zürich last fall, I was deeply energized by the vigor and strength of the Swiss transit system. I wanted to come back to Ohio and start a revolution! Having lived all my life in Columbus, I was disappointed that my city's transportation system seemed so outdated.

Shortly after arriving home to the United States, my displeasure culminated one frigid day in December when I found myself locked out of my house without car keys, a bike or a cell phone.

Knowing there were two bus routes and a short transfer to get to my parents house for help, I walked to the nearest bus stop where another man was already waiting. Not having

a working clock, I asked the man what time the bus came.

...He didn't know.

So we both stood there at the bus stop, with only a cold metal poll bearing the Cota logo giving us hope of a warm ride somewhere else. Every moment I waited in the cold I wondered how much longer I could last before I had to start walking somewhere. I couldn't believe someone else was at the same stop as me and decided to just wait there in the awful cold without knowing when the bus came. It infuriated me to feel so clueless as I waited for my only source of transportation.

When the bus came after over 20 minutes of standing in the bitter cold, I welcomed the warm ride for all of 6

minutes before it was time to transfer. Not knowing when the next bus would arrive and unwilling to wait another 20 minutes in the cold, I impatiently started trudging to my parents house. Two minutes later the bus came and passed me by. I burned from the missed opportunity and arrived at my mother's house 30 minutes later as a numb, angry, and soaked mess.

Initiative Narrative

Sparking Columbus

I decided then that Columbus's transportation system was missing some key points. Most of all it seemed, I valued knowing when the bus would come. Most bus stops have so little information on them it is hard to know anything beyond which bus line is stopping. Zürich had spoiled me with its luxurious tram stops, delighting me with all the information I needed to get from point A to B. I also wanted to know where the Cota bus was traveling without having to tote around my individual schedules for each route. I can't tell you how many #7 and #18 schedules I have stashed away in purses, backpacks, and around my house and work places. I wanted simplicity. I wanted to see the transportation in Columbus thought out and designed with the user in mind.

All of this influenced my decision to focus my senior thesis on Columbus transportation. Because moving is something people do every day, transportation is not only a vital part of our lives but also a large part of our city's economic development. Transportation gets you to your job, house, around town for fun. People live their lives going places, and I wanted to help people do just that.

Schedule

Spring Quarter Deadlines

Week 1 Research and data collection, **Identity** development sketches

T: Introduction/Individual Meetings

R: Thesis topic and Research Process Presentation

Week 2 **Research** and data collection wrap up, Research **Review**, continue **Identity** development sketches

T: Discussion/Individual Meetings

R: Individual Meetings with Advisor

Week 3 Finish Research **Review**, Continue **Identity** Development, narrow to 2-3 Concepts

T: Work day/group meeting

R: Individual Meetings with Advisor

Week 4 Choose one **Identity** concept to refine, start defining **applications**

T: First intermediate critique: Design concepts

R: Individual Meetings with Advisor

Week 5 Finalize **identity** and **application** concepts, prepare research review for **Denman**

T: Discussion/individual meetings

R: Individual Meetings with Advisor

Week 6 Complete **Boards** for Denman, **Identity** Concept Final Refinements

T: Second intermediate Critique: Design Refinement

R: Second intermediate Critique: Design Refinement

Week 7 Output and **Printing** for Denman Forum, further **Application** Development

T: Individual Meetings with Advisor

R: Individual Meetings with Advisor

Week 8 Finish preparing and **present** at the Denman Forum, Finish **Application** Development

T: Work day/discussion

R: Individual Meetings with Advisor

Week 9 Visual **Materials** Finalization/Refinements, research **synthesis** and presentation

T: Work day/discussion

R: Individual Meetings with Advisor

Week 10 **Output and Printing**

T: Final Presentation Group A

R: Final Presentation Group B

Week 11 **Gallery set up**

T: Spring show opening

R: Spring show professional night

Background

Columbus Street Railroad Company

The arrival of G→Rail trams to Columbus would not be the first time the city has seen rail. Columbus has an old history of trolley cars dating back to the 1800s up until the mid 1950s.

Background

Columbus Street Railroad Company

The Columbus Street Railroad Company was first formed in 1854, with the first street cars powered by horses in 1863.

In 1888, the first electric powered streetcar ran on Chittenden Avenue from High Street to the current site of the Ohio State Fair.

However, a lack of investment in maintenance of the rails, as well as the age of the automobile slowly brought the demise of the system.

Columbus' streetcars were eventually abandoned in favor of diesel buses (and gas-powered cars), but the transition also included electric trolley-buses, powered by overhead lines.

The switch to buses powered by electricity or gasoline began in 1933 and was completed in 1948.

Many current COTA buses run the same routes as the former streetcars. Bus route numbers 1, 2, 4, 6, 7, 8, 10, 11, 15, 16, 19, and 54 deviate very little from the path taken by their railed predecessors.



Background

Columbus Transit History

- 1891 - Columbus Consolidated Street Railway Co. **begins operation.**
- 1892 - Columbus Consolidated Street Railway Co. sold to Columbus Street Railway Co.
- 1893 - Crosstown Street Railway begins operation, leased to Columbus Street Railway Co.
- 1896 - Columbus Central Railway Co. begins operation.
- 1899 - Columbus Street Railway Co., Crosstown Street Railway, Columbus Central Railway Co. merged into Columbus Railway Co.
- 1902 - Central Market Street Railway begins operation.
- 1903 - Columbus Railway & Light Co. formed as a holding company, acquires Columbus Railway Co. and electric utility Columbus Edison Co.
- 1907 - Central Market Street Railway sold to Columbus Traction Co., newly formed subsidiary of Columbus Railway & Light Co.
- 1913 - Columbus Traction Co. reorganized as Columbus Railway Power & Light Co.
- 1914 - Columbus Railway Co. merged into Columbus Railway Power & Light Co.
- 1924 - Columbus Railway Power & Light Co. becomes subsidiary of United Light & Power Co.
- 1926 - **First bus route** in Columbus introduced on 5th Ave.
- 1933 - Cleveland Ave. is first streetcar route to be **replaced** with trolleybuses
- 1937 - Columbus Railway Power & Light Co. renamed Columbus & Southern Ohio Electric Co.
- 1945 - Columbus & Southern Ohio Electric Co. becomes separate new company.
- 1948 - **Last streetcars** replaced with trolleybuses.
- 1949 - Columbus Transit Co. formed as subsidiary of Columbus & Southern Ohio Electric Co., to operate transit system.
- 1965 - **Trolleybuses discontinued** in Columbus.
- 1974 - Columbus Transit Co. becomes publicly owned **C**entral **O**hio **T**ransit **A**uvthority.

Primary Research

Findings from the People

Primary research will include observational study of the transportation system, user testing, interviews, and questionnaires.

Interviews

Interviewing Romanians, Germans, and Canadians

Mihai: “Yes, the car is a status symbol.”

“The tram should be available, but not imposed.”

“In Romania, when I use public transportation I feel like a vagrant. Everyone who uses it is poor, so I feel poor too. In Zürich, people who ride the tram are on the same level as me, so it is not a problem.”

Anca: “In Toyko, all types of people ride the tram. 1 out of 13 people in my work group would park a car. In Zuri, they also discourage people to drive a car and to take a tram instead.”

“They always announce when there is an accident blocking a tram stop, and have buses to connect the stations. They have really good coverage from one place to another.”

Marcus: “They should put the times in when the stops are coming” [speaking about the Zürich tram system]

Bridget: “To have the option of convenient transportation is SO different than the cities that are void of it. It is essential.”

Observation

Watching the Public

Columbus sees most seasons, from extremely cold to extremely hot, with a lot of rain in between.

Many people are noted waiting at bus stops, many without shelters for cover, without knowledge of when the next bus will come. When asked when the bus is coming, one man responds “Soon, I hope.”

While waiting for a bus, it is not uncommon for panhandlers to come around the stop and beg for change.

Buses come as many as 10 minutes early and 20 minutes late. A person can be expected to wait as many as 30 minutes even when they know the correct time the bus is supposed to arrive.

Zurich has milder weather than Columbus, ranging from fairly warm to rather cold. It is generally a bit colder than Columbus, but it rains less.

The bulk of bus and tram stops have shelter covering them and each and every stop has both a map of the routes and a timetable for the stops. “The Züri tram is always on time,” says Ruedi Rüegg.

Panhandleing is very uncommon in the city of Zürich, but it is likely that you’ll be asked for change at the main train station, where less prosperous folk gather.

Trams usually come within a minute of their specified time. Any ride that is more than a minute late is irresponsible.

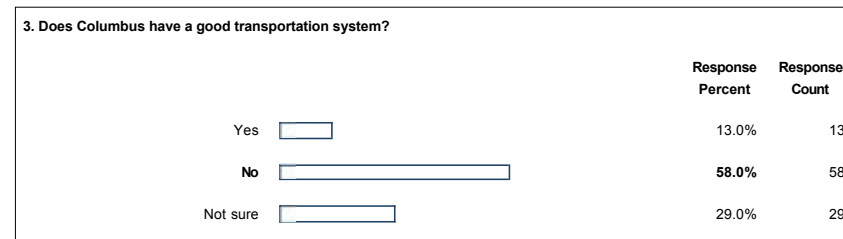
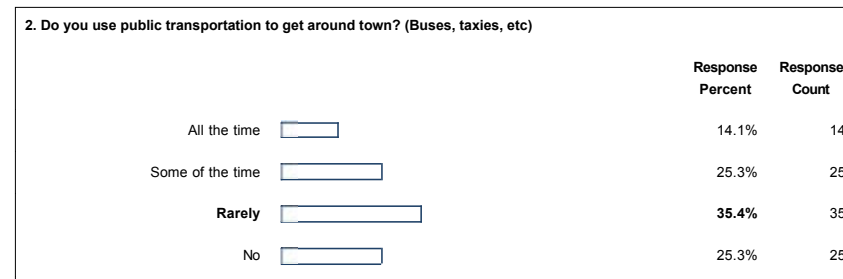
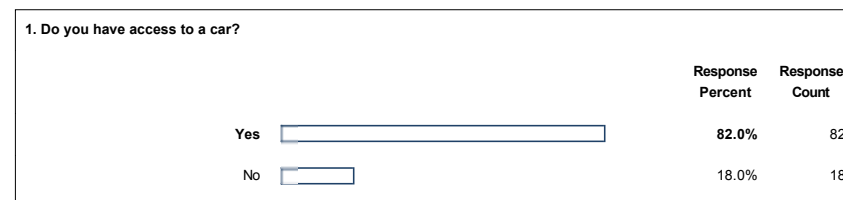
Survey

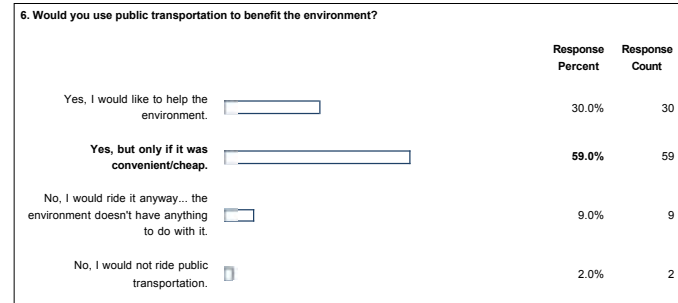
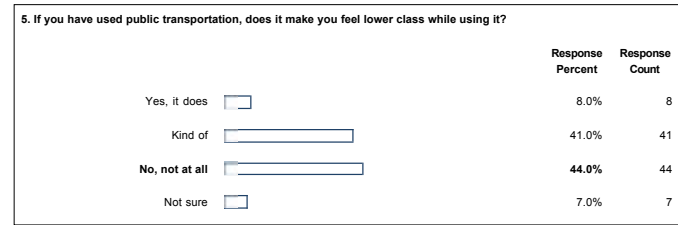
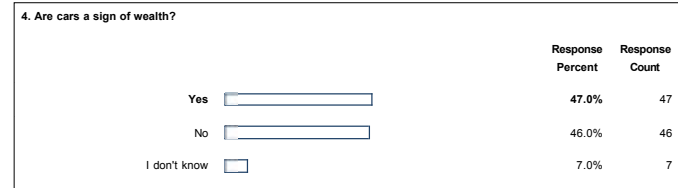
100 Persons Polled

People have access to cars.

People do not rely on public transportation.

People are not satisfied with Columbus public transit.





Survey

100 Persons Polled

Cars aren't necessarily seen as a sign of wealth in the US.

Using public transportation makes people feel a little poor.

People will only use transporation if it is cheap or convenient, regardless of whether it benefits the environment.

Notes from Columbus Streetcar Working Group

"Not only are street cars feasible, they are desired." -Mayor Coleman

- Demonstrating Economic Development		
- Done without a city wide tax increase		
- "The time has come for rail in Columbus"		
- Sleek Street Car along the city's spine		
	Annual Requirement	
	Capitla Startup: \$103 million	\$6.9 Million
	Operating costs17hr day, 5-10 min service core	\$4.5 million
	Total	\$11.4 million

Cost of living keeps rising:

- Preparing the city for the coming trends
- Thinking green
- Making conservative predictions: Thousands of new jobs in the "benefit zone"

1 million people visit the city from outside every year.
152,000 sq feet of vacant retail space
35 Acres of underutilized space



Notes from Columbus Streetcar Working Group

Findings from the People

Benefit Zone- 80% goal		Greater Community- 20% goal	
Charge on paid off-street parking at 4%	\$1.1 million	MORCP- Annual Payments from 2010-2019	\$2 million
Osu Contributions	\$.5 million	Advertising and short term naming rights	\$.1 million
Charge of paid admissions	\$3.8 million	Federal formula funds	\$.1 million
Fares (average \$1 per ride)	\$.7 million		
Rate increase on meter parking	\$.8 million		
Existing meter parking revenues	\$3.6 million		
Total Benefit Zone	\$ 10.5 million	Total Greater Community	\$2.2 million



Notes on Transportation

Observation on the Streets of Zürich

Zigzag line represents no-car zone. Cars must stop when tram is approaching so passengers have a safe area to board the tram.



Fahrziele		Code
A	Aarau	8007
	Aarstald	8345
	Aarstald	8345
	Aarstald	8345
	Aarstald	8345
	Aarstald	8345
	Aarstald	8345
	Aarstald	8345
	Aarstald	8345
	Aarstald	8345
B	Bach	8006
	Bach	8006
	Bach	8006
	Bach	8006
	Bach	8006
	Bach	8006
	Bach	8006
	Bach	8006
	Bach	8006
	Bach	8006



Notes on Transportation

Observation on the Streets of Zürich

Buttons are marked on trams with lights.

Press to open the doors.

Coins operate the ticket booth by each tram shop, with codes to specific places if a day ticket does not suffice.



Secondary Research

Findings from the People Once Removed

Secondary research will include market research, ethnography study, historical background collection, cartography study, and data collection.

Proposed Plans for the Streetcar

Columbus Streetcar - Economic Impact Study

- 6,400 -7,200 rides per day after five years
- 3,000 jobs downtown - \$2.7 million in income tax collections
- 1,500 additional housing units
- 90,000 additional convention visitors spending \$52.8 million over five years
- 300 new hotel rooms
- \$674-\$764 million in economic impact after five years



Typography Studies

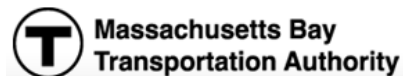
Type Use in Other Systems



Names and Marks

Symbols and Logotypes





Names and Marks

Symbols and Logotypes

Color Studies

Color Use in Other Systems







Streetcar FAQ

Here are answers to top questions about mayor's High Street proposal

Sunday, May 25, 2008 3:50 AM

By Robert Vitale
THE COLUMBUS DISPATCH

Here are more questions than answers right now about the plan to bring streetcars back to Columbus, even among the people pitching the idea.

After the City Council balked earlier this month at approving \$2 million to design a system its members haven't yet approved, Mayor Michael B. Coleman acknowledged "Our public needs more information."

A funding proposal, he has said, is "a financial scenario, not the financial scenario" -- meaning it's all subject to change.

After two years of study by consultants and community members, here's what we do know:

- Modern, electric-powered trains would run along High Street from the Franklin County Courthouse on the south end of Downtown to 12th Avenue on the campus of Ohio State University.
- It would cost \$103 million -- \$11.4 million annually for the next 25 years, including interest -- to lay the tracks, build the stops, buy the trains and get them running.
- The money to pay for it all would come mostly from workers and visitors within a three-block zone on either side of the line, including large portions of Downtown, the Arena District, the Short North and the University District.

But there are still a lot of unknowns. The Dispatch posed the most frequently asked questions to city officials, consultants, experts and others:



COLUMBUS MAYOR'S OFFICE

This is the type of streetcar envisioned for High Street by Mayor Michael B. Coleman.



Click here to enlarge

--- Advertisement ---

Of Interest



click here to enlarge Jeff Stahl editorial cartoon

Voter Information

Helpful Links

News

Transportation Articles

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But there are still a lot of unknowns. The Dispatch posed the most frequently asked questions to city officials, consultants, experts and others: When would streetcars start running?

Coleman would like them in time for the city's bicentennial in 2012, but that's ambitious. Portland, Ore., took two years and two months to build its first streetcar line, which began running in 2001. Nine years of planning came first, though.

Isn't \$103 million a little expensive?

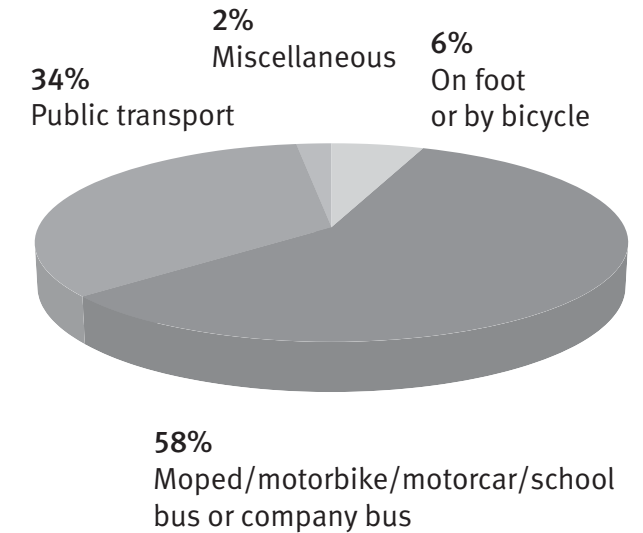
For 5.6 miles of track -- there would be one 2.8-mile set running in each direction -- the cost of getting a streetcar line up and running comes out to \$290.29 per inch. The cost includes the trains, a maintenance facility and shelters. In Cincinnati, a proposed 4-mile loop has been estimated at \$102 million.

Websites

Transportation Online


The VBZ, ZVV, and SBB sites are very helpful in figuring out the ins and outs of Swiss transportation. They have many links to information about the system of transportation including pictures of trams, maps, timetables, explanations of using the system, and more.

Kilometres travelled by commuters each day:



Websites


Transportation Online


VBZ Zürich Linie 


Home :: Medien :: Bilder & Dokumente :: Bilder

Bilder 2008


VBZ testen Hybrid-Doppelgelenkbus


 Der Hybrid-Doppelgelenkbus der Firma Hess wird am 27. und 28. März 2008 auf der Linie 31 getestet.


 Der Hybrid-Doppelgelenkbus von vorne.


 Mehr Bus...mehr Umwelt... Die Seitenansicht des Testbusses.


Landierung des Tutanchamun-Trams am 18. März 2008


 Vom 20. März bis 31. Mai 2008 geniessen Sie im Tutanchamun-Tram ein orientalisches 3-Gang-Menü.

 Die Front des Tutanchamun-Trams.

 Auch das Innendekor ist ganz auf Tutanchamun ausgerichtet.

 Einsteigen und Schlemmen.

 Ägyptisches Design auch aussen.

 Reichhaltige Mezze, orientalische Häppchen, bilden den Hauptgang des kulinarischen Erlebnisses.

[:: Communiqué "Kulinarische Reise in den Orient" \(pdf\)](#)

Der Doppelgelenk-Trolleybus hat einen Namen

Medien

- Communicate
- Kontakte
- Bilder & Dokumente**
- Bilder
- Dokumente
- Aktuell
- Verkehrsänderungen
- Geschäftsbericht
- Geschäftsleitung
- Zahlen & Fakten

Tipps & Services

- Handicap
- Kontakt
- Stellen

English

Defining the Tram

Like:

Pulse
Heart beat of
Columbus
Smart
Fast
New
Dependable
Central
Mobility
Transportation

Not:

Streetcar
Trolley
Old timey
Kitschy

Possibilities:

The Rail
Columbus Streetcar-CS
Columbus Tram- CT
Columbus Transportation Line- CTL
Columbus Transportation Tram- CTT
Columbus Metro- CM
Columbus Metro Tram- CMT
Tram Columbus- TC
Clear Tram
Columbus Streetcar Society- CSS
Streetcar Columbus- SC
CRS: Columbus Rail System
Seerail
CTA-Central Tram Authority
Columbus Central Rail
Circle Down
Greenrail
Greyrail
DTC- Downtown Columbus
CRT- Central Rail Transit
Metro Rail Transist
C-Tram

Brand Vision

Company Statement

↳Rail: Central Rail System is a company that cares about Columbus.

↳Rail cares about the well being of the city and the residents that live in it. The company aims to revolutionize Columbus transportation and bring the city into the new generation of economic development and productivity.

↳Rail values the customer's experience using public transportation and the impact it makes on their daily lives. They care about keeping the streets clean, organized and traffic flowing smoothly.

Mood

Initial Look and Feel



Mood

Initial Look and Feel



Target Customer

The Ideal Demographic

While trying to satisfy all of greater Columbus, \rightarrow Rail is especially concerned with promoting ridership among the young professionals of Columbus who have recently graduated from school. Mayor Coleman thinks it is important to keep these valuable graduates from leaving the city. In addition to the young professionals, \rightarrow Rail also is working for the following people:

51,000 residents – in downtown, Italian and Victorian Village, University area

141,000 workers at 6,000 businesses in downtown, along High St up to campus

2.3 million – attend conventions/ meetings at convention center in 2007

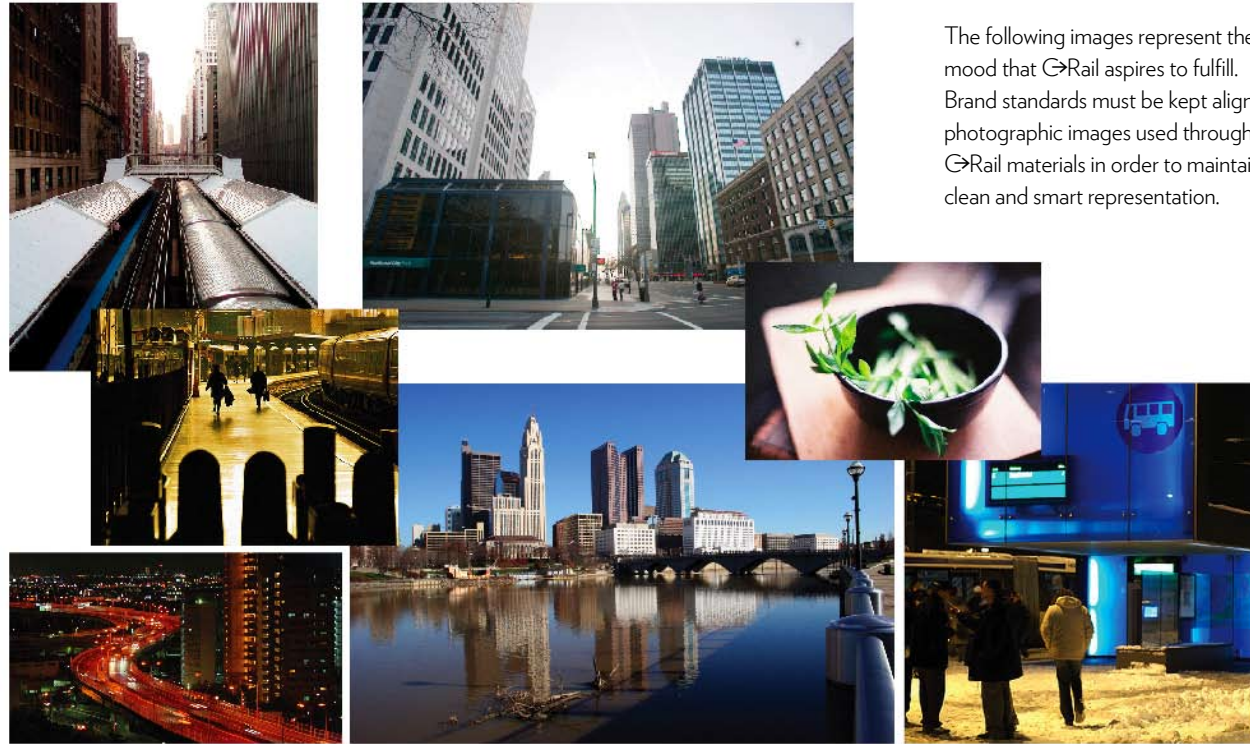
50,000+ students at OSU



Visual Mood Mood

The Spirit of G→Rail

The following images represent the mood that G→Rail aspires to fulfill. Brand standards must be kept align with photographic images used throughout G→Rail materials in order to maintain a clean and smart representation.



Strategy Overview

Core Attributes

The following are some core attributes of G→Rail to help the brand communicate the right message with the right mood.

Clean- G→Rail is a green company. By providing alternate means of transportation and keeping a watch on resources, G→Rail hopes to keep environmental concerns like pollution, global warming and consumption to a minimum

Smart- Using the rails makes sense. It is more affordable than a car and makes it easier to get down town without paying huge parking fees and worrying about a car.

Friendly- G→Rail is careful and concerned for all its customers.

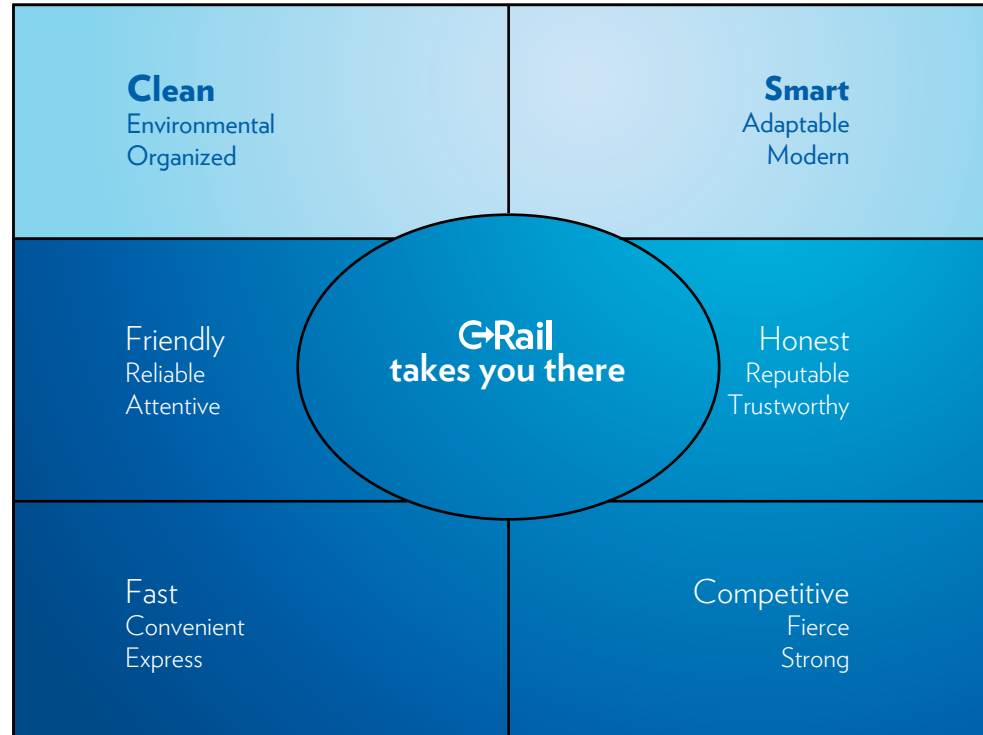
Honest- G→Rail is an upstanding company that values the trust of its customers.

Fast- Using the tram is quick and convenient. It takes you where you need to go on time and in style.

Competitive- G→Rail is a strong combative within the transportation realm. It is a force to be reckoned with and is to be taken as a serious alternative to cars.

Positioning Framework

Core Attributes



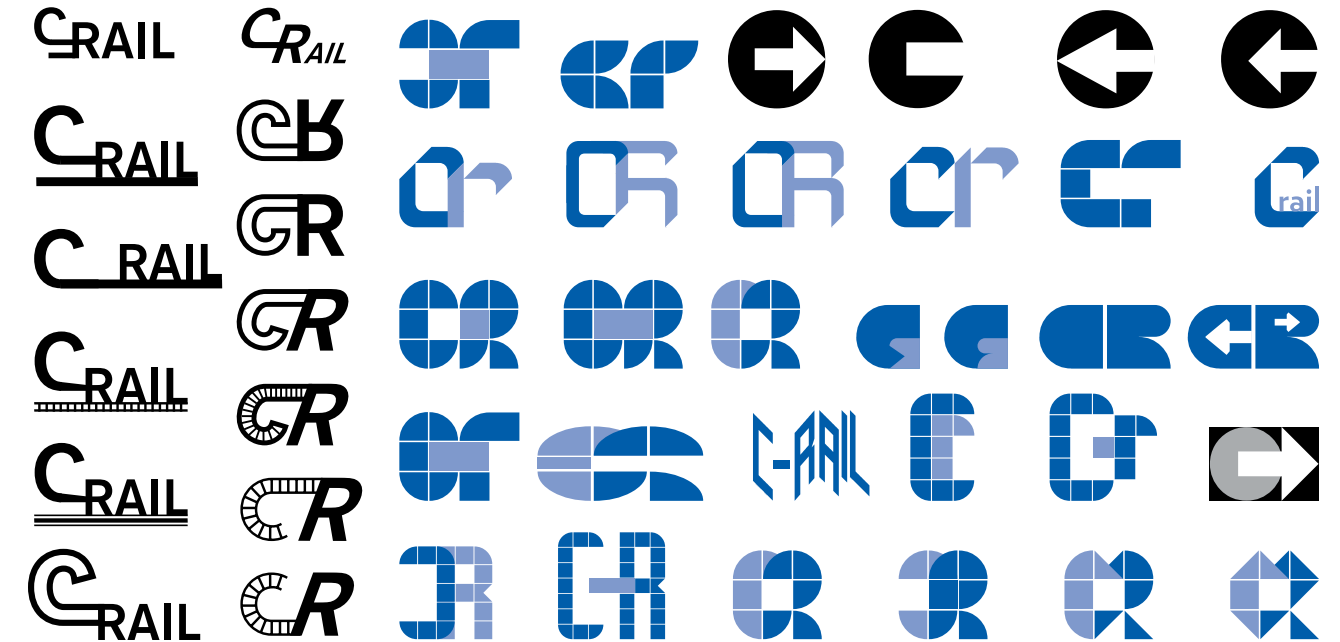
→Rail Mark Development

Sketches and Development

The →Rail mark developed from complex train rails to extremely simple shapes until it morphed into the straight forward mark it is today. Visually based around the arrow, →Rail is meant to be a catchy nickname for the Central Rail System.

→Rail Mark Development

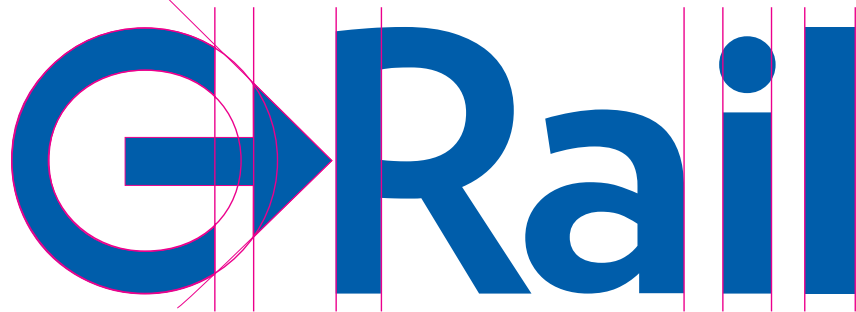
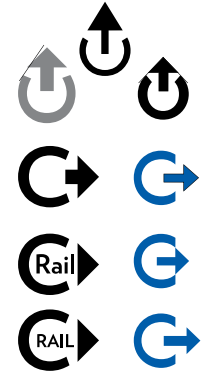
Sketches and Development



↻Rail Mark Development

Sketches and Development

Set in Verlag type, the mark has been fit to work with the custom ↻ symbol that points Columbus in the right direction. The arrow rests in the middle of the 'C' acting as a hyphen between 'C' and 'Rail'. It carefully aligns with the round edges of the 'C' and visually, but not physically touches the 'R' in 'Rail'.



The GO Rail mark acts as an emblem of modern transportation. Bold lettering and a forward arrow push the GO Rail logo to be a mark recognized as the sign of safe, reliant and fast transportation. The weight of the mark represents stability of the GO Rail brand while the C and arrow interacts to form a symbol pointing to the future. Citizens of Columbus are on the move and GO Rail is out to prove it.



Color Usage

Color preferences for Mark

The GO Rail Mark is a one color mark. It can be displayed in three colors.

- GO Rail Pantone 286 Blue
- 100% Black
- 100% White

If the Mark cannot be displayed in either the GO Rail blue or 100% black then it must be reversed to white and set on a GO Rail brand color.



GO Rail blue:
95 Cyan
68 Magenta
2 Yellow
0 Black

The GO Rail logo in black, consisting of a bold 'G', a right-pointing arrow, and the word 'Rail'.

The GO Rail logo in white, consisting of a bold 'G', a right-pointing arrow, and the word 'Rail', set against a black rectangular background.

The GO Rail logo in blue, consisting of a bold 'G', a right-pointing arrow, and the word 'Rail'.

The GO Rail logo in white, consisting of a bold 'G', a right-pointing arrow, and the word 'Rail', set against a blue rectangular background.



Mark Reproduction

Materials, proportions, alternatives

The G→Rail logo may also be embossed, engraved, or printed in metallic inks of silver, black or blue.

The spacing around G→Rail must always be equal to the height of the arrow inside the C. See example for the defined space limits.

Text Alternatives:

G→Rail

G-Rail

If the logo cannot be set into text, it should be written as G→Rail in body copy of Verlag. The arrow symbol should be used when available and kerned inside of the C while almost but not touching the R. If the arrow symbol is not available, a hyphen may be used between C and Rail to separate them.

Compact Logo

Special Application of Mark

In some cases the G→Rail mark is allowed to be broken up and just the G→ can be applied. Caution should be exercised when using this form in special circumstances.

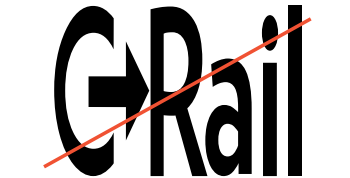




Incorrect spacing around G→Rail



Incorrect Color Usage



Distorted Mark



Mark should not be screened

Unacceptable Logo Usage

Examples of Incorrect Marks

If the G→Rail should always be used at 100% width and height. The mark is not to be stretched, distorted, discolored, or altered beyond the guidelines of this brand manual.

Type and Color Studies

Typography and color

Chosen for its legibility in distance and versatile weight range, Verlag stands as the official typeface for C→Rail. As a modern sans serif, Verlag sets itself apart from other signage around Columbus by offering a spice of typography not yet seen.

Type Studies

Visual Identity Development

Rockwell

C-Rail: Central Rail System

C-Rail: Central Rail System

Akzidenz

C-Rail: Central Rail System

C-Rail: Central Rail System

Univers

C-Rail: Central Rail System

C-Rail: Central Rail System

Helvetica Neue

C-Rail: Central Rail System

C-Rail: Central Rail System

Gotham

C-Rail: Central Rail System

C-Rail: Central Rail System

Eurostile

C-Rail: Central Rail System

C-Rail: Central Rail System

The Sans

C-Rail: Central Rail System

C-Rail: Central Rail System

Avenir

C-Rail: Central Rail System

C-Rail: Central Rail System

Color Studies

Visual Identity Development

The second blue eventually had to be dropped from the color palette because it did not contrast enough from the G→Rail blue.



G→Rail Typeface

“Verlag, the affable Modernist.”

From out of the six typefaces originally created for the Guggenheim Museum comes Verlag, a family of 30 sans serifs that brings a welcome eloquence to the can-do sensibility of pre-war Modernism.

Originally envisioned as a riff on the Guggenheim’s iconic Art Deco lettering, Verlag developed into its own family of versatile typefaces in order to suit the needs of a modern identity program. Because the fonts would ultimately represent a range of individual artistic voices — from Cézanne to Kandinsky to Matthew Barney — Verlag was carefully planned so that its distinct personality would be checked by a sense of objectivity.

From the rationalist geometric designs of the Bauhaus school, such as Futura (1927) and Erbar (1929), Verlag gets its crispness and its meticulous planning. Verlag’s “fairminded” quality is rooted in the newsier sans serifs designed for linecasting machines, such as Ludlow Tempo and Intertype Vogue (both 1930), both staples of the Midwestern newsroom for much of the century. But unlike any of its forbears, Verlag includes a comprehensive and complete range of styles: five weights, each in three different widths, each including the often-neglected companion italic.

-Hoeftler & Frere-Jones

Verlag Extra Light
Verlag Extra Light Italic
Verlag Light
Verlag Light Italic
Verlag Book
Verlag Book Italic
Verlag Bold
Verlag Bold Italic
Verlag Black
Verlag Black Italic

Verlag Condensed Extra Light
Verlag Condensed Extra Light Italic
Verlag Condensed Light
Verlag Condensed Light Italic
Verlag Condensed Book
Verlag Condensed Book Italic
Verlag Condensed Bold
Verlag Condensed Bold Italic
Verlag Condensed Black
Verlag Condensed Black Italic

Verlag Compressed Extra Light
Verlag Compressed Extra Light Italic
Verlag Compressed Light
Verlag Compressed Light Italic
Verlag Compressed Book
Verlag Compressed Book Italic
Verlag Compressed Bold
Verlag Compressed Bold Italic
Verlag Compressed Black
Verlag Compressed Black Italic

→Rail Color Palette

Rail Colors

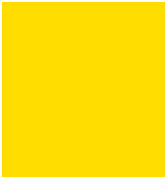
The color palette of the →Rail lines has been chosen to provide a wide range of colors for tram application. The colors selected had to be distinct from one another in order to separate the tram lines visually. While the brand colors may be used for more than one tram in the system, the tram lines are organized in a manner so that route colors never overlap on the map.

Color Guide

Pantone and CMYK



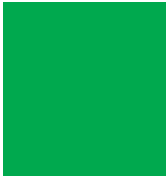
Pantone 286
95 Cyan
68 Magenta
2 Yellow
0 Black



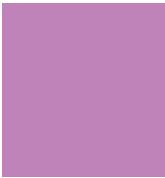
Pantone 109
0 Cyan
10 Magenta
100 Yellow
0 Black



Pantone 1375
0 Cyan
40 Magenta
90 Yellow
0 Black



Pantone 355
84 Cyan
4 Magenta
98 Yellow
0 Black



Pantone 252
24 Cyan
56 Magenta
0 Yellow
0 Black



Pantone 1788
0 Cyan
84 Magenta
88 Yellow
0 Black



Pantone 266
79 Cyan
90 Magenta
0 Yellow
0 Black



Pantone 731
33 Cyan
68 Magenta
100 Yellow
29 Black

Color Usage

Color patterns and unacceptable usage

Brand colors are not to be tinted or shaded from the preset Pantone values. Colors are to remain solid in all sign and tram applications. Color patterns are applicable in some print and corporate materials



Tram Line Categorization

Numeral System

➞ Rail lines are set up with numeral designations for tram lines.

Trams heading North and South typically have odd numbers, starting with Tram 1 that runs along High Street. Routes running East and West have even numbers. Tram 270 travels in a circle much like the highway, with connecting trams bringing citizens from the many suburbs of Columbus to the heart of the city by rail.

Tram numbers increase as the routes around the city expand and never repeat to avoid confusion among customers.

Tram Line Categorization

Explorations



Tram Line Categorization

Explorations



Tram Vehicle Signage

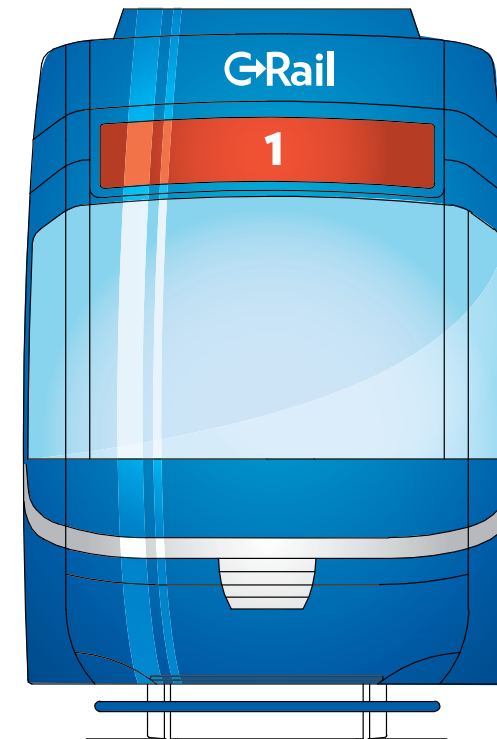
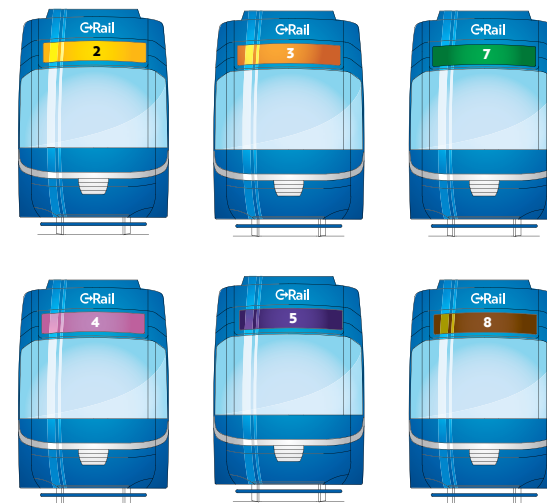
Organization of Visual Information on Vehicles

It's important to show a strong presence of the G→Rail brand on tram vehicles in order to help the public understand more about the rail cars and their new place in Columbus Transportation. Passengers need to know what G→Rail is and understand how to use it if the trams are to be of any service. Visual information has been organized in a way to make it helpful and straight forward.

Tram Vehicle Signage

Front Vehicle

Information on the front of trams gives a visual heirarchy to the tram number and the G→Rail mark to let passengers know which line is coming and also to reinforce the branding of the rail company in its early stages.



Tram Vehicle Signage

Side Vehicle

Tram information on the side of G→Rail vehicles is relatively simple in order to remain clear to passengers.

The G→Rail mark is repeated again above passenger entry doors at the front and back end of the carrier. Route numbers are displayed in large

type along with a list of important stations along the route that inform passengers what direction the tram is headed to and where it will be stopping. Lastly, the G→ mark is turned on it's side and used as an arrow to grab attention to the tram and visually push the tram in a forward direction.

1

Lane → 5th → Goodale → Broad → Livingston

G→Rail



Tram Station Signage

Overview of Sign Components

The station sign is the most important part of a tram stop. It displays all information relevant to the user that will help them determine where they are located, where they are headed, how long it will take, how much it will cost, and how to pay for it.

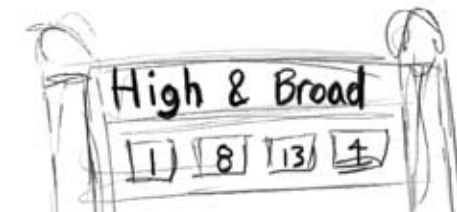
Core Sign Components:

- Name of Stop
- Map
- Route
- Schedule
- Purchase Point
- Live Information



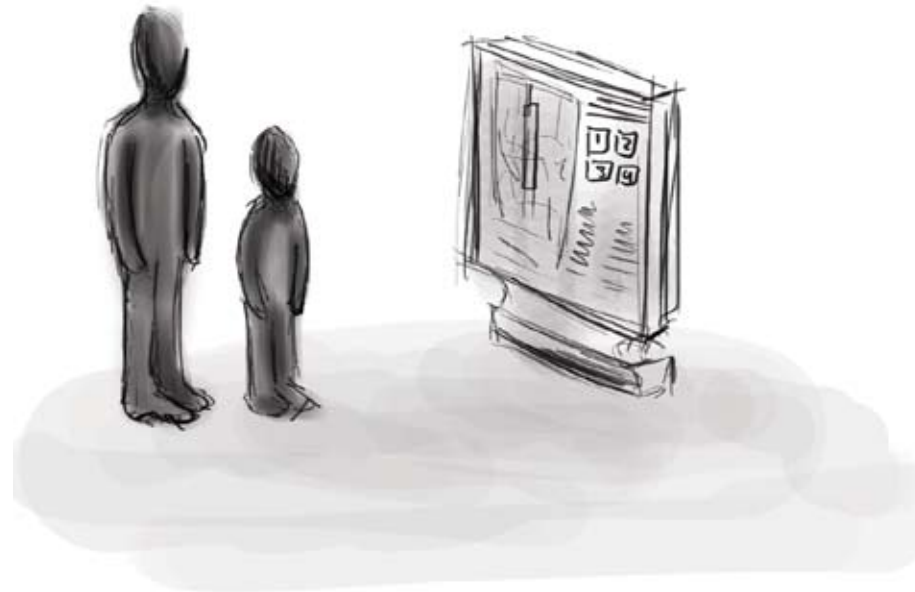
Sign Sketches

Signage Development



Sign Sketches

Signage Development



Tram Station Signage

Individual Stop Names

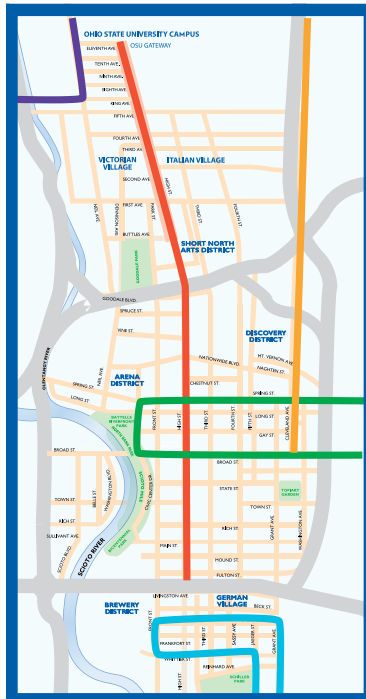
Each station is marked with the name of the stop to help the user identify where they are. With a unique name, each stop has its own place on the route and its own schedules. Travelers can pick whatever stop they want to be their starting point and find out where to go from there.

Broad Street

Tram Station Signage

Maps

Maps will be provided at every tram stop to help the user orient themselves to the city. With a map, travelers can see where the tram lines go and connections are made, making it easier to get to their correct destination. A complete map with all tram routes will be available at the GoRail main office and all sub offices.



Tram Station Signage

Detailed Routes

Complete routes are listed for all the tram lines that run to a particular station along with times marking how long it takes the tram to get from one stop to the next. By providing complete route stops, GoRail aims to help customers plan their rides with as much ease as possible.

Schedule times:

Hour	Monday-Friday	Saturday	Sunday
5	21 28 46	28 46	46
6	03 12 31 48 56	31 56	12 31 56
7	05 14 19 25 33 42 51 59	14 19 33 51 59	14 19 33 42 59
8	03 12 17 23 31 39 48 56	03 17 23 39 56	12 17 31 39 56
9	02 09 15 21 28 37 46 54	02 15 28 46 54	02 15 21 37 54
10	03 12 17 23 31 39 48 56	03 12 23 39 48 56	03 12 23 39 56
11	05 14 19 25 33 42 51 59	05 19 25 42 59	05 19 33 42 59
12	03 17 23 31 39 48 56	03 17 31 39 56	03 23 39 48 56
1	02 09 15 21 28 37 46 54	09 21 37 46 54	09 15 21 28 46
2	03 12 17 23 39 48 56	03 12 23 39 56	03 17 23 39 56
3	05 14 19 25 33 42 51 59	14 19 33 51 59	05 14 19 25 51
4	03 12 23 31 39 48 56	03 12 39 48 56	03 12 31 39 48 56
5	02 09 15 21 28 37 46 54	02 15 21 37 54	09 21 28 37 54
6	03 12 17 23 31 39 48 56	03 17 23 39 48 56	12 17 23 31 48 56
7	05 14 19 25 33 42 51 59	14 19 25 42 59	14 25 33 42 59
8	03 12 17 23 31 48 56	03 12 23 31 48 56	03 17 23 48 56
9	02 09 15 21 28 37 46 54	02 09 21 28 46	02 21 28 54
10	03 12 17 31 39 56	03 17 39 56	03 17 31 56
11	05 19 33 42 59	05 19 33 42 59	05 19 42 59
12	12 23 31 48	12 23 31 48	12 31 48
1	19 42 59	19 42 59	19
2	17	17	

Tram Station Signage

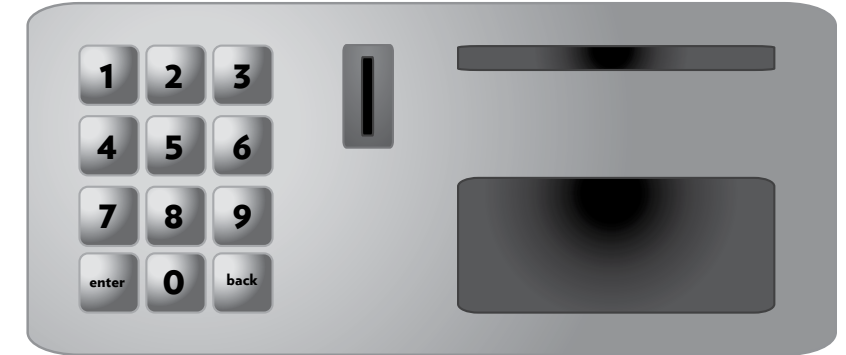
Complete Schedules

Complete schedules are available on signs at every tram stop. Whenever a person arrives at a tram stop, they are able to easily figure out when the next tram is coming. Schedules are also available online for customers to see and print out for their own records. In order to cut down on printing costs and wasted resources, G&R Rail does not supply printed schedules on any of its trams. Customers without access to the internet who wish to obtain a hard copy of their schedule may stop by the G&R Rail main office and all sub offices to have specific schedules printed out for a small cost.

Tram Station Signage

Purchase Points

Tickets for the tram may be purchased by cash or credit at each station. By purchasing fares at the station, departure time of the tram is greatly increased. Passengers may enter at any door on the tram and take their seat immediately.



Tram Station Signage

Live Information

In addition to schedules at stations, a news ticker shows live information on the location of trams and time until arrival. Traffic accidents and route change information is also available from the ticker.

A digital display with a black border and a dark olive green background. It shows the text "#7 AT 15TH AND HIGH, A" in a yellow, segmented, digital font. The text is partially cut off on the right side.

#7 AT 15TH AND HIGH, A

Elements of a Tram Stop

Going beyond the Sign

GoRail is transportation system for the people of Columbus. It pays attention to detail, and when it comes to the tram stop, GoRail doesn't just stop at the sign. By paying attention to user experience and listening to what the customer wants, GoRail makes an effort to offer benches, overhead cover and trash receptacles at all of its stops.

Branding a Tram Stop

The GoRail Stop

Tram stops are color coordinated with grey and blue, leaving the GoRail logo to stand out as the largest white element at the stop. GoRail is 1" thick, made out of plastic, coated to be reflective, and is held up with wiring to minimize attention to the floating '→' and dot on the 'i'.

Station supports are brushed metal, unpainted to avoid chipping in the future. The display areas in the inside of the stop are a light grey set up to display various advertisements. The sign, seats, and station roof are all set to GoRail blue.

Fully equipped tram stations incorporate the GoRail sign into the shelter and bench area. The back of the GoRail sign is generally an area for large advertisements. Trash receptacles are square bases with concrete and glass tiles featuring mosaic artwork produced by local artists.



Elements of a Tram Stop

Standard Tram Situations and Alternatives

If G&Rail stops have no area to construct an overhead station, benches and trash receptacles will still be provided. G&Rail is a strong believer of providing maximum comfort for the rider and in doing its part to help the environment stay clean.



Map Coverage

Proposed Routes for ⇨Rail

⇨Rail aims to provide coverage across the entire area of greater Columbus. To start the rail system and gain more public support, ⇨Rail is beginning with Tram 1 that will run along High Street from Lane to Fulton, stopping just before German Village to avoid construction on the highways in the time ahead.

In the coming years, ⇨Rail plans to expand the High Street route through German Village and add additional routes around the city. Tram 270, which travels in a circle much like the highway, will have several lines connecting passengers to central Columbus. Working with Amtrak, ⇨Rail hopes to develop an intercity rail system connecting major towns in Ohio together.

Corporate Print Materials

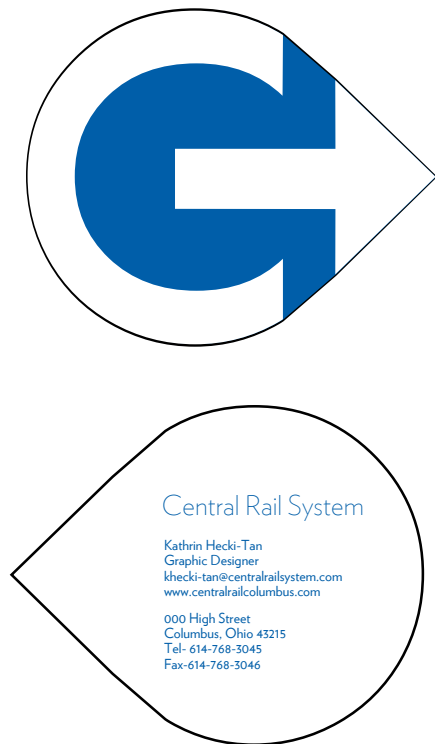
Overview

Corporate print materials are mainly to be used within the G→Rail offices. However, all contact with customers to send notices of fines, G→Rail cards and newsletters will be issued through corporate letterhead and envelopes.

Corporate Print Materials

Iterations





Corporate Print Materials

Iterations



Corporate Print Materials

Corporate Letterhead

The format shown here is meant to help unify all G→Rail Group communication and reinforce the G→Rail Visual Identity System.

All text has a one and a quarter inch left margin, a one inch right margin and is flushed left. Begin the letter two inches from the top, with the date, followed by one line space, then the address, another line space, then the salutation. The maximum line length should not exceed six and a quarter inches and the body should not go lower than 1 inch from the bottom of the page. Paragraphs are indicated by one line space, with no indentation. After the complimentary close, allow four line spaces for the signature.



If additional pages are needed, the text should continue one inch from the top. The format here is typeset in Verlag Light in 12pt with 2pts leading. There should be no hyphenations in the text.





Corporate Print Materials

Corporate Business Cards

Business cards for G→Rail are plain and elegant. G→Rail isn't putting on any show for people. The company is straight forward and honest and the business cards reflect this.

The cards are printed offset with Pantone 286 spot color. G→Rail is lightly embossed to show through the band between 'Central Rail System' and the contact info beneath it.

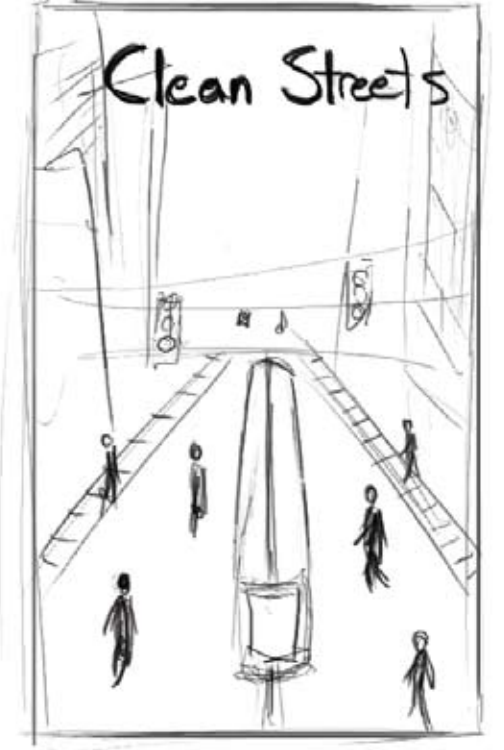
Public Print Materials

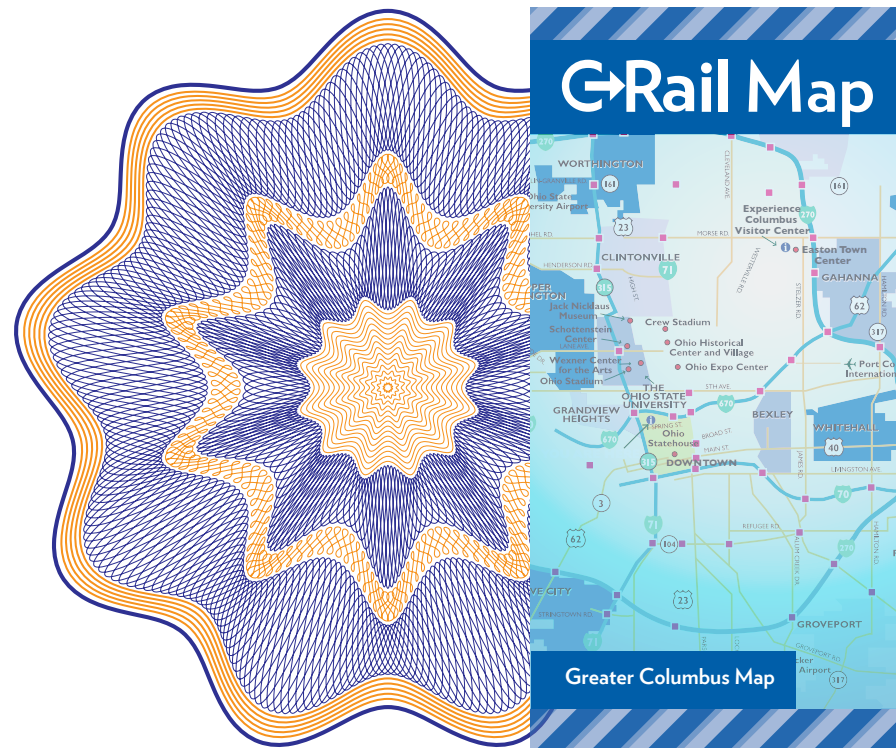
Overview

It is the goal of print materials to strongly represent the G→Rail mark. Public print materials consist of tickets, metro cards, schedules, maps, newsletters, and various advertisements around the city.

Public Print Materials

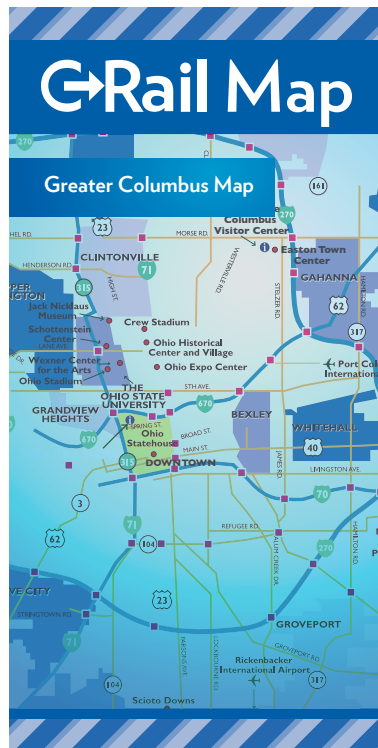
Iterations





Public Print Materials

Iterations



Public Print Materials

G>Rail tickets

Tickets are printed from each tram stop on to preprinted G>Rail paper with security features. A pattern of lines and the G>Rail mark are used to prevent counterfeiting as well as reinforce the G>Rail brand with the mark. 'Central Rail System' is displayed in large type along the top of the ticket as well as the G> mark on its own in the lower right hand corner.

Ticket information printed at the time of purchase includes the date, time, type of ticket, name of stop, and what zone the ticket provides travel in. Once purchased, all tickets are non transferable. Tickets must be retained by the holder for inspection on trams.

By using the tram inspection mode of checking for tickets, the customer is able to make a quick entry onto

the tram instead of taking time to purchase tickets on board or wait behind other passengers purchasing before the tram takes off from the station. Ticket inspectors do not work on every tram all the time, but instead make random inspections. Anyone caught without a ticket is subject to an \$80 fine the first time. Second time offenders have \$150 fines and third time offenders are subject to jail time.

Backs of tickets have the G>Rail pattern continued, a large G> over the whole ticket and a 'Thank you for riding G>Rail' continuing down the ticket.





Public Print Materials

Transit Metro Cards

The G→Rail card is a pass for the tram allowing users to purchase a set amount of rides for the tram. All users have to do is swipe their card at a purchase point to print out a ticket of their choice for the tram.

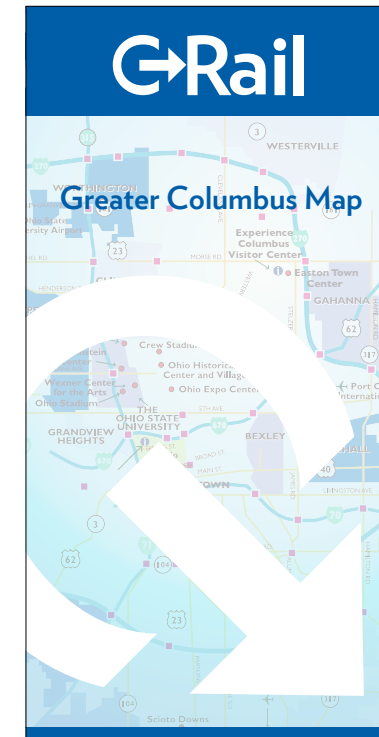
In the future, G→Rail will offer tram passes that can be renewed both monthly and annually. These passes will have picture ID and allow the user to ride on the tram without visiting the purchase point first.

Public Print Materials

Tram Schedules and Map

Tram schedules available at the G→Rail main office will be printed out from the online materials in order to keep environmental waste down.

Maps of the city will be available at the main office also. The main map will not be available after the first tram is constructed, but instead will start being offered after more lines are built. The complete map will show all of the G→Rail lines, a night schedule, and some general locations of interest in the Columbus area.



Public Print Materials

Advertisements

The G→Rail advertising campaign is geared to be bold and thought provoking. Because the first tram line is set to run along High Street, the campaign is targeted towards young professionals and college students. Ads are meant to be printed in large scale either as posters or billboards around downtown, bus stops, and campus areas.



Conclusion

Reflecting on Columbus Moves

Columbus Moves was certainly an eye opening experience for me. While I feel I learned a great deal, this thesis also revealed a wealth of information that I had not calculated going into a transportation plan. Only now can I truly appreciate an excellent transportation network for what it is worth. The amount of engineering, urban planning, development and politics that goes into a tram system is almost too overwhelming. It is easy to see why Columbus has not pushed past the opposition and founded its first tram lines of the 21st century. Rail criticism is hard to conquer. I understand opposition viewpoints and know that trams instituted in cities do not always survive.

I believe I have gained a better understanding of my local government and what it means to truly be a part of a city and the laws it enacts. It was heartwarming to see citizens voice their opinion on an issue they cared so deeply for and encouraging to see support for the rail car at the public meetings.

Acknowledgements

Thank you

I would like to thank my thesis advisor, Paul Nini, and my committee members, Peter Chan and Brian R. Stone for their help with this project and all my other work at The Ohio State University. Without their guidance and advice, I probably would not know what kerning or plaka is!

Additional thanks to Peter Megert, Ruedi Rüegg, and Felix Rinderer for their sage Swiss advice and for pointing me in the right direction.

And finally, thanks to the OSU Design Class of 2008, whom with I could not have completed this thesis without.